



Children & Youth Conference The American Legion

Covering Kids & Families

Promising practices from the nation's single largest effort to insure eligible children and adults through public health coverage

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Judi F. Cramer

*Deputy Director, Program Design and Management Center
Southern Institute on Children and Families*

Profile of the Uninsured

- 64% have low family incomes.
- 80% are non-elderly adults.
- 50% are racial and ethnic minorities.
- 70% have at least one full-time worker in family.
- 60% are employed in small firms (<100).

Source: The Kaiser Commission on Medicaid and the Uninsured, Health Insurance Coverage in America, 2002 Data Update.

Uninsured Children

- 8.7 million uninsured children under age 18 are in America.
- 5.7 million uninsured children under age 19 are in lower-income families, which is defined as at or below 200% of the Federal Poverty Level (\$41,300 annual income for a family of four).
- 70% of uninsured children are in families with at least one full-time worker.

Source: Southern Institute on Children and Families. *Covering Kids & Families: Promising practices from the nation's single largest effort to insure eligible children and adults through public health coverage.* Columbia, SC: *Covering Kids & Families* National Program Office, Southern Institute on Children and Families, April 2007.

Importance of Health Coverage

- Uninsured Americans are four times more likely to require avoidable hospitalizations and emergency hospital care.
- Uninsured women receive fewer prenatal services.
- Uninsured newborns are more likely to be low birth weight or to die.
- Uninsured children are 70% more likely not to receive care for common conditions like ear infections.
- Uninsured children are 30% less likely to receive medical attention for injuries.

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Public Health Coverage Improves Access to Care

- Nearly one quarter (24.1%) of uninsured children had no usual source of care, compared to 6.1% of children covered by Medicaid.
- 8.3% of uninsured children did not receive or postponed care, compared to 2.5% of those on Medicaid.
- Children on Medicaid were 26% more likely than uninsured children to have a well-child doctor visit.

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Barriers to Enrollment

- Parents/caretakers are not aware Medicaid and SCHIP exist.
- Lower-income parents mistakenly believe their children are not qualified and do not apply.
- Parents find the application process complex and burdensome.
- Families attach a social stigma to receiving Medicaid.

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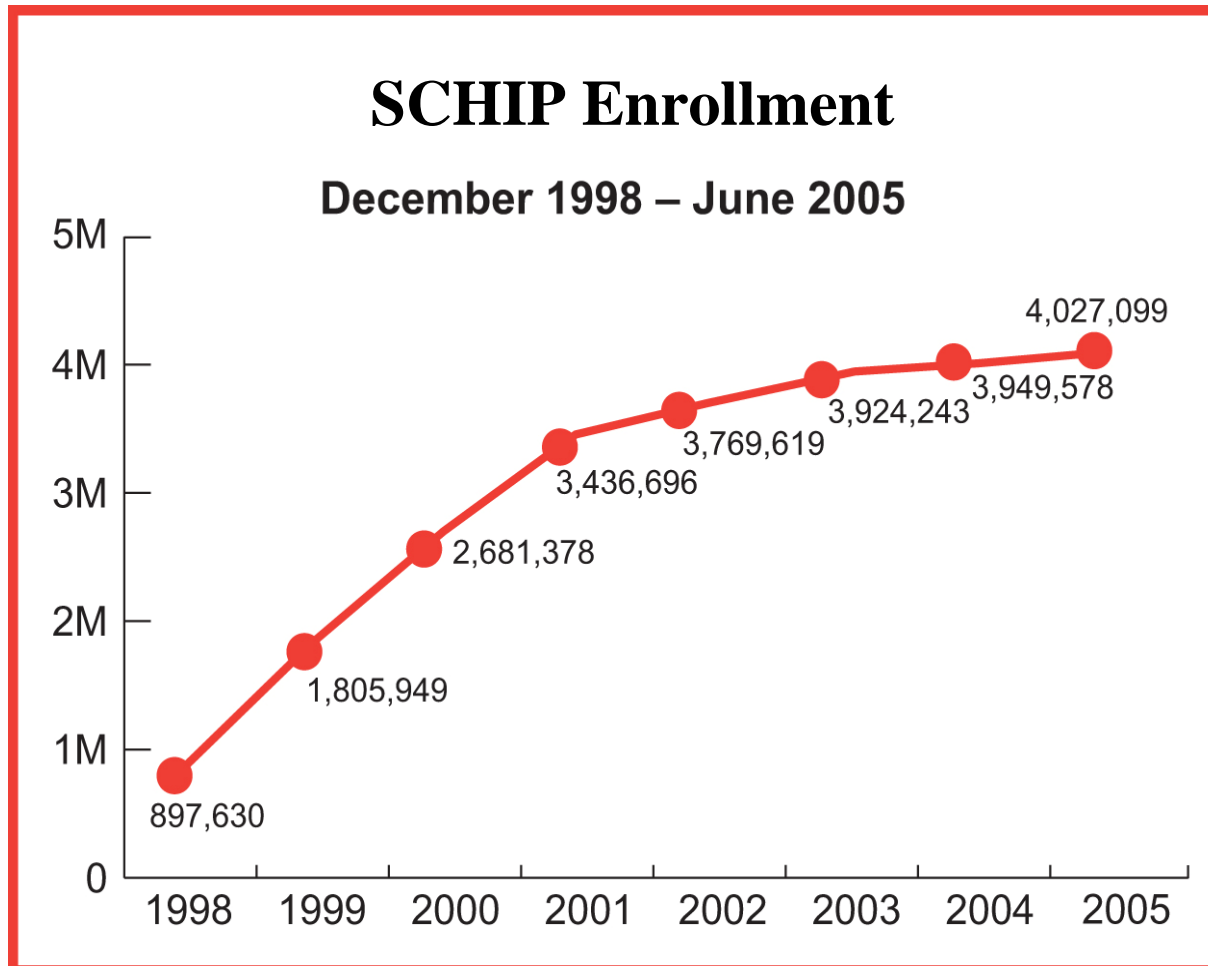
Covering Kids & Families Goals

- Goal 1. Reduce the number of uninsured children who are eligible for Medicaid or SCHIP but remain uncovered.
- Goal 2. Reduce the number of uninsured adults who are eligible for Medicaid or SCHIP coverage but remain uncovered.
- Goal 3. Build knowledge, experience and capacity to sustain enrollment of eligible children and adults in Medicaid or SCHIP.

Covering Kids & Families Strategies

- Outreach to eligible, uninsured children and adults.
- Simplify burdensome eligibility policies and practices.
- Coordinate eligibility policies and procedures among different coverage programs.

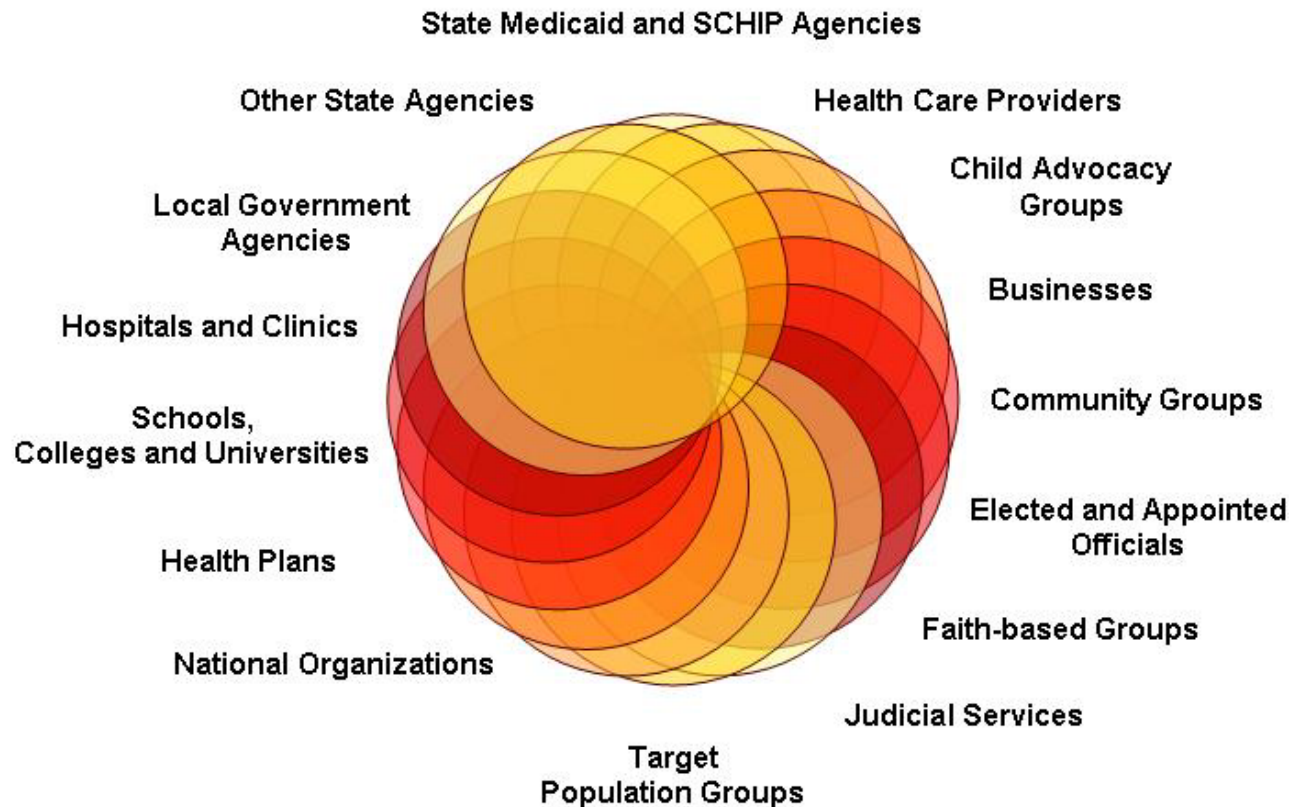
SCHIP Enrollment Results



Source: Southern Institute on Children and Families. *Covering Kids & Families: Promising practices from the nation's single largest effort to insure eligible children and adults through public health coverage.* Columbia, SC: Covering Kids & Families National Program Office, Southern Institute on Children and Families, April 2007.

State and Local CKF Coalitions

51 Statewide and 146 Local Coalitions



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Effective CKF Outreach

- Designed and implemented activities and approaches to reach eligible children and adults.
- Trained thousands of community-based organizations on outreach and states' eligibility criteria and application requirements.
- Partnered with community entities to institutionalize and sustain outreach efforts.

The Work Continues.....

- Most statewide and many local CKF coalitions have sustained their efforts.
- Your help is needed – get involved in outreach activities.
- Help eligible children and adults in your communities get enrolled in Medicaid or SCHIP.
- Benefit eligible families and your communities.

Promising Practices for Outreach

A “**promising practice**” incorporates a strategy, activity or approach that

- Sparks creative ideas.
- Stimulates policy and procedure changes.
- Leads toward improvements.
- Achieves positive outcomes.
- Replicates with local adaptation.

Community Outreach

- Schools – pre, elementary, middle and high schools.
- Faith-based organizations and activities.
- Community events – county fairs.
- Youth organizations and activities.
- Medical sites – hospitals, clinics.
- Local business partnerships – pharmacies, grocery stores, chambers of commerce.
- Career and employment centers.
- City, county and state referrals.

Outreach Technical Assistance

Contact Information

Judi F. Cramer

Deputy Director

Program Design and Management Center

Southern Institute on Children and Families

p: (803) 779-2607

e: jcramer@thesoutherninstitute.org

w: <http://www.thesoutherninstitute.org>

CKF Statewide and Local Coalition Contacts

(CKF Promising Practices Report, pp. 120-125)